6/15/93

MAT Fulfillment

1) Lisa Gilles – fax IRI HH panel zip codes to Theresa Barnes
Fax # 815-937-3608

2) Theresa Barnes

a) receive fax of IRI HH panel zip codes
b) Level of detail – tape format
- for each unduplicated HH
  - # of fulfillments
  - # miles for each fulfillment

– schedule to Chicago – Barbara Jarabek IRI Chicago

Coupon Redemption Tracking

1) Process of tapes to be sent –
– one per month

2) Back data

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Source: https://www.industrydocuments.ucsf.edu/docs/zrgj0004